

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

18MHI43C (UNIT III)

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II M A HISTORY - IV SEMESTER

STRUCTURE OF NEWS PAPER

The pattern of media ownership and financial viability may have a direct relationship to the quality and quantity of coverage of HIV/AIDS and vaccine trials.

In an ideal media situation, there would be an HIV/AIDS reporter/writer or a science reporter with a professional interest in covering vaccine development/trial stories. That is the case with many developed countries where most news media are privately owned and financially independent.

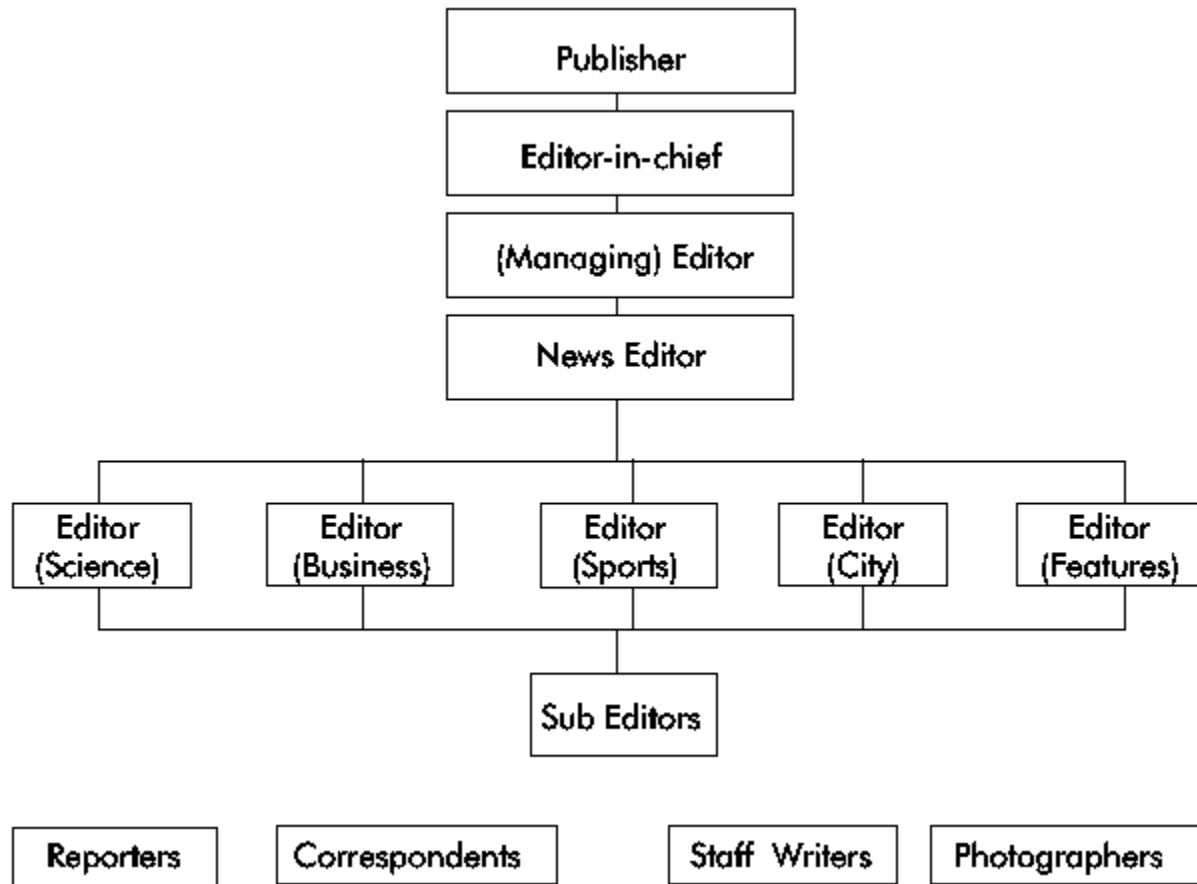
But in developing countries of Africa, Asia, Eastern Europe and Latin America, many media organizations are not only controlled by government (which frequently interferes in editorial policy), many are unable to afford the luxury of a dedicated HIV/AIDS writer or science

reporter. Consequently, you may find that the reporter who writes on vaccine trials also covers sports, education, crime, and business from time to time.

Regardless of the pattern of ownership or the staffing situation, the vaccine team should reach out to the reporter/writer in the manner specified later in this section.

Generally, whether in a news agency, television or radio station, newspaper or magazine, the structure is similar and a typical day is identical in content. There are several departments in every media organization - administration, engineering, commercial/advertising, editorial. For the purpose of your communication campaign, the editorial may be the only important department because it is this department that is directly responsible for what is read, heard or seen on the media. It is the department whose partnership is important for the successful construction of public goodwill and support for the vaccine trial. It is therefore useful that you have a sense of the structure of each media organization. Here we offer a general picture of a typical newspaper/news agency, news magazine, radio station and television station.

Structure of a Typical Newspaper/News Agency



Structure of a Typical Newspaper/News Agency

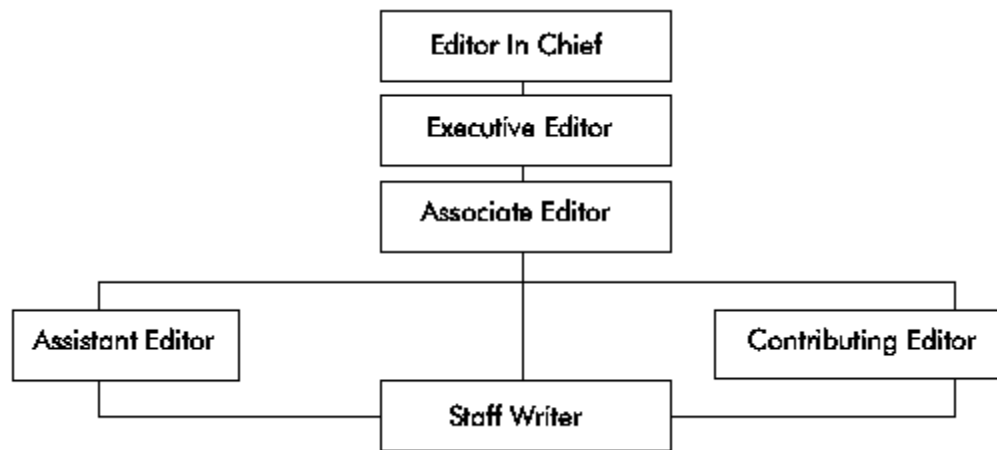
Note

Your primary targets here are editors, reporters, correspondents, staff writers and photographers.

They are the people you are most likely to meet routinely. Target them through periodic, personalized correspondence- letters, information materials addressed to specific reporters/editors by name; invitations to guided tours; routine media briefings -i.e. a press forum where the sole intention is to clarify issues and provide adequate information on critical issues; media breakfasts/dinners social gatherings which are used to convey key information to the

media by way of after dinner statements/addresses. The science editor, features editor and the news editor should be targeted through routine guided tours/video screenings of your VNR and media breakfasts/dinners.

Structure of a Typical Small Magazine



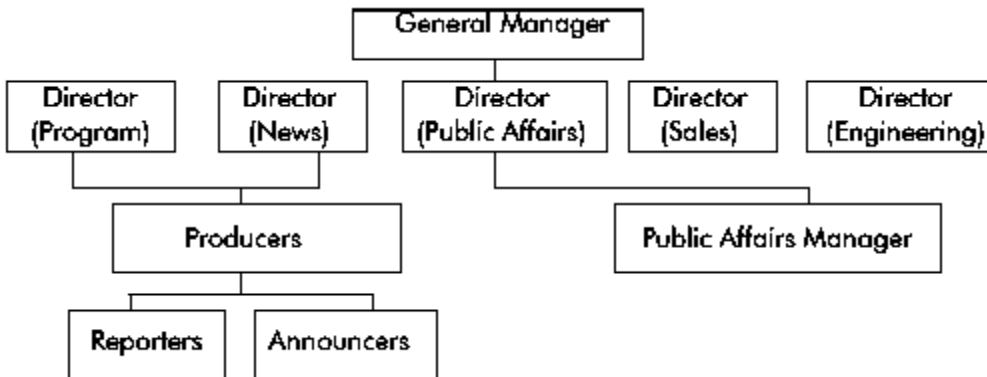
Structure of a Typical Small Magazine

Note

The staff writer is the immediate target-partner because she/he combines the function of a reporter with that of a feature writer. This means that she/he can break the news about a vaccine trial by providing hard, objective facts and also write subjective accounts of the significance of the vaccine trial based on his/her understanding of the issues and the interpretation she/he gives to them. Cultivate him/her through personalized correspondence, invitations to guided tours,

routine media briefings and media breakfasts/dinners. Target editors and others above the level of staff writers through special guided tours/video screenings and media breakfasts/dinners.

Structure of a Typical Radio Station

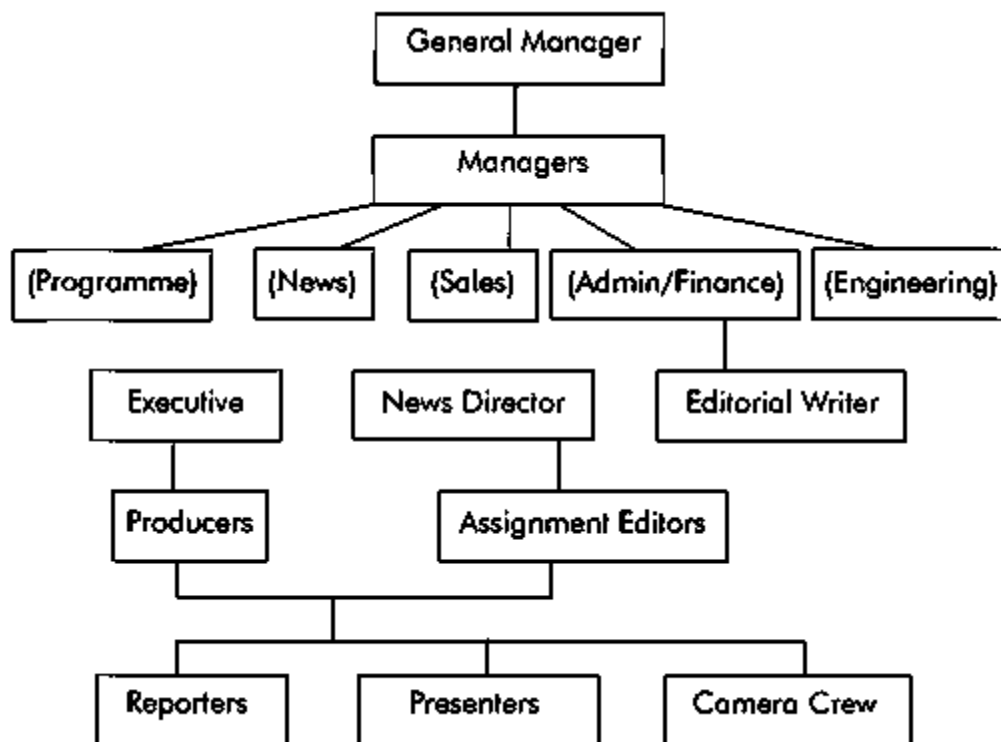


Structure of a Typical Radio Station

Note

Reporters and producers will be the most visible to you. Target them as you would staff writers in a magazine. Also target the public affairs director/manager, news director and programme director as you would editors in a newspaper/news agency.

Structure of a Typical Television Station



Structure of a Typical Television Station

Note

Again, your primary targets here are the reporters, camera crew, presenters of popular talk-shows and producers. Cultivate them as you would the staff writers at a magazine and target the other higher-level personnel, especially executive producers and assignment editors, through media tours and media breakfasts/dinners.

The Press Council of India (PCI) is a statutory body created by the Press Council Act of 1978. It is the apex body for the regulation of the Print Media in India. It enjoys independence from the government. This article lucidly shares details on the composition of PCI, its functions, powers and limitations.

Aspirants would find this article very helpful while preparing for the [IAS Exam](#).

Press Council of India – Important Facts

1. The objective of Press Council of India is to preserve the freedom of the press and of maintaining and improving the standards of the press in India
2. It acts as the regulator that defines and discharge professional standards for the print media in India.
3. It is considered as the most important body that sustains democracy and to ensure that freedom of speech is protected.
4. It arbitrates the complaints against and by the press for violation of ethics and for violation of the freedom of the press respectively.

Press Council of India (PCI) – Composition

1. PCI has a Chairman

2. Apart from the Chairman there will be 28 members.

The **Composition of 28 Members** in PCI are listed below.

1. 2 Rajya Sabha Members
2. 3 Lok Sabha Members
3. 7 Working Journalists (other than editors of newspapers)
4. 6 Editors of Newspapers
5. 3 people with specialized knowledge on public life
6. 1 person who manages news agencies
7. 6 persons in the business of managing newspapers.

Press Council of India (PCI) – Appointment of Members

Chairman of PCI – Selection

The Chairman of PCI is selected by 3 people, holding the following positions.

1. Chairman of Rajya Sabha
2. Speaker of Lok Sabha
3. A member selected by the PCI

Press Council of India (PCI) – Functions

1. Making sure that newspapers are able to maintain their independence.
2. Maintain high standards of news for public consumption.
3. Keep a track on the developments that might obstruct the flow of information or news freely.
4. Build a code of conduct for the journalists for high professional standards.
5. Build a code of conduct for news agencies to maintain high professional standards.
6. Provide training to new journalists.
7. It works to promote technical and other research areas related to news.

Press Council of India (PCI) – Powers

1. An editor or journalist can complain to the Press Council of India (PCI) about the professional misconduct or violation of journalistic ethics by an editor or journalist.
2. PCI is responsible for enquiring about the complaints it receives.
3. It can summon witnesses, demand copies of public records.
4. PCI can issue warnings, criticize the guilty, it could be journalist, newspaper, newspaper agency or editor.
5. Decisions taken by the Press Council of India is final and it cannot be appealed before a court of law.

Press Council of India – Limitations of its Powers

There are 2 main factors that restrict the powers of the Press Council of India which are given below.

1. It only has the power to enforce standards on the print media and has no powers to enforce standards on the Electronic media. Radio, television, internet comes under electronic media. Journals, magazines, newspapers etc come under the category of print media.
2. While enforcing the issued guidelines, it has very limited powers. It cannot penalize anyone for violation of the guidelines.

Mass Media Laws

Mass Media systems of the world vary from each other according to the economy, polity, religion and culture of different societies. In societies, which followed communism and totalitarianism, like the former USSR and China, there were limitations of what the media could say about the government. Almost everything that was said against the State was censored for fear of revolutions. On the other hand, in countries like USA, which have a Bourgeois Democracy, almost everything is allowed.

Shifting our view to the Indian perspective and its system of Parliamentary Democracy, it is true

that, the Press is free but subject to certain reasonable restrictions imposed by the Constitution of India, 1950, as amended ("Constitution"). Before the impact of globalization was felt, the mass media was wholly controlled by the government, which let the media project only what the government wanted the public to see and in a way in which it wanted the public to see it. However, with the onset of globalization and privatization, the situation has undergone a humongous change.

Before the invention of communication satellites, communication was mainly in the form of national media, both public and private, in India and abroad. Then came 'transnational media' with the progress of communication technologies like Satellite delivery and ISDN (Integrated Services Digital Network), the outcome: local TV, global films and global information systems.

In such an era of media upsurge, it becomes an absolute necessity to impose certain legal checks and bounds on transmission and communication. In the due course of this article, we would discuss the various aspects of media and the relevant legal checks and bounds governing them.

Historical Perspective of Mass Media Laws

Mass Media laws in India have a long history and are deeply rooted in the country's colonial experience under British rule. The earliest regulatory measures can be traced back to 1799 when Lord Wellesley promulgated the Press Regulations, which had the effect of imposing pre-censorship on an infant newspaper publishing industry. The onset of 1835 saw the promulgation of the Press Act, which undid most of, the repressive features of earlier legislations on the subject.

Thereafter on 18th June 1857, the government passed the 'Gagging Act', which among various other things, introduced compulsory licensing for the owning or running of printing presses; empowered the government to prohibit the publication or circulation of any newspaper, book or other printed material and banned the publication or dissemination of statements or news stories which had a tendency to cause a furore against the government, thereby weakening its authority.

Then followed the 'Press and Registration of Books Act' in 1867 and which continues to remain in force till date. Governor General Lord Lytton promulgated the 'Vernacular Press Act' of 1878 allowing the government to clamp down on the publication of writings deemed seditious and to impose punitive sanctions on printers and publishers who failed to fall in line. In 1908, Lord Minto promulgated the 'Newspapers (Incitement to Offences) Act, 1908 which authorized local

authorities to take action against the editor of any newspaper that published matter deemed to constitute an incitement to rebellion.

However, the most significant day in the history of Media Regulations was the 26th of January 1950 – the day on which the Constitution was brought into force. The colonial experience of the Indians made them realise the crucial significance of the ‘Freedom of Press’. Such freedom was therefore incorporated in the Constitution; to empower the Press to disseminate knowledge to the masses and the Constituent Assembly thus, decided to safeguard this ‘Freedom of Press’ as a fundamental right. Although, the Indian Constitution does not expressly mention the liberty of the press, it is evident that the liberty of the press is included in the freedom of speech and expression under Article 19(1)(a). [1] It is however pertinent to mention that, such freedom is not absolute but is qualified by certain clearly defined limitations under Article 19(2) in the interests of the public.

It is necessary to mention here that, this freedom under Article 19(1)(a) is not only cribbed, cabined and confined to newspapers and periodicals but also includes pamphlets, leaflets, handbills, circulars and every sort of publication which affords a vehicle of information and opinion[2]:

Thus, although the freedom of the press is guaranteed as a fundamental right, it is necessary for us to deal with the various laws governing the different areas of media so as to appreciate the vast expanse of media laws.

Print

“Our freedom depends in large part, on the continuation of a free press, which is the strongest guarantee of a free society.”- Richard M. Schmidt[3]

The Freedom of Press and the Freedom of Expression can be regarded as the very basis of a democratic form of government. Every business enterprise is involved in the laws of the nation, the state and the community in which it operates. Newspaper publishers find themselves more ‘hemmed in’ by legal restrictions than many other businesses do – despite the fact that the freedom of press is protected by the Indian constitution. The various Acts, which have to be taken into consideration when dealing with the regulations imposed upon the Print Media, are:

- Ø The Press and Registration of Books Act, 1867 – This Act regulates printing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses.

Ø The Press (Objectionable Matters) Act, 1951 – This enactment provides against the printing and publication of incitement to crime and other objectionable matters.

Ø **The Newspaper (Prices and Pages) Act, 1956** – This statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allowed for advertising matter.

When dealing with this statute, it will be worthwhile to mention about the case of **Sakal Papers v/s Union of India** [4]. In this case, the Daily Newspapers (Price and Control) Order, 1960, which fixed a minimum price and number of pages, which a newspaper is entitled to publish, was challenged as unconstitutional. The State justified the law as a reasonable restriction on a business activity of a citizen. The Supreme Court struck down the Order rejecting the State's argument. The Court opined that, the right of freedom of speech and expression couldn't be taken away with the object of placing restrictions on the business activity of the citizens. Freedom of speech can be restricted only on the grounds mentioned in clause (2) of Article 19.

Ø **Defence of India Act, 1962** – This Act came into force during the Emergency proclaimed in

1962. This Act aimed at restricting the Freedom Of The Press to a large extent keeping in mind the unrest prevailing in India in lieu of the war against China. The Act empowered the Central Government to issue rules with regard to prohibition of publication or communication prejudicial to the civil Defence/military operations, prevention of prejudicial reports and prohibition of printing or publishing any matter in any newspaper.

Ø **Delivery of Books and Newspapers (Public Libraries) Act, 1954** – According to this Act, the publishers of books and newspapers are required to deliver, free of cost, a copy of every published book to the National Library at Calcutta and one copy each to three other public libraries specified by the Central Government.

Ø **The Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955** – It lays down the minimum standards of service conditions for newspaper employees and journalists.

Ø **Civil Defence Act, 1968** - It allows the Government to make rules for the prohibition of printing and publication of any book, newspaper or other document prejudicial to the Civil Defence.

Ø **Press Council Act, 1978** – Under this Act, the Press Council was reconstituted (after 1976) to maintain and improve the standards of newspaper and news agencies in India.

Although on one hand, the Constitution confers the fundamental right of freedom of the press, Article 105 (2) provides certain restrictions on the publications of the proceedings in Parliament. In the famous Searchlight Case[5], the Supreme Court held that, the publication by a newspaper of certain parts of the speech of members in the House, which were ordered to be expunged by the Speaker constituted a breach of privilege.

Due to the restrictive scope of this Article, it is not possible for us to delve into all the other statutes; however, a few of the legislations, which are worth mentioning are the Contempt of Courts Act, 1971 and The Official Secrets Act, 1923.

Broadcast

The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes.

However, in **Secretary, Ministry of I&B v. CAB** [6], the Supreme Court clearly differed from the aforementioned monopolistic approach and emphasized that, every citizen has a right to telecast and broadcast to the viewers/listeners any important event through electronic media, television or radio and also provided that the Government had no monopoly over such electronic media as such monopolistic power of the Government was not mentioned anywhere in the Constitution or in any other law prevailing in the country.

This judgment, thus, brought about a great change in the position prevailing in the broadcast media, and such sector became open to the citizens.

Ø The Broadcasting Code, adopted by the Fourth Asian Broadcasting Conference in 1962 listing certain cardinal principles to be followed by the electronic media, is of prime importance so far as laws governing broadcast medium are concerned. Although, the Broadcast Code was chiefly set up to govern the All India Radio, the following cardinal principles have ideally been practiced by all Broadcasting and Television Organization; viz:-

Ø To ensure the objective presentation of news and fair and unbiased comment

Ø To promote the advancement of education and culture

Ø To raise and maintain high standards of decency and decorum in all programmes

Ø To provide programmes for the young which, by variety and content, will inculcate the principles of good citizenship

Ø To promote communal harmony, religious tolerance and international understanding

Ø To treat controversial public issues in an impartial and dispassionate manner

Ø To respect human rights and dignity

Ø Cable Television Networks (Regulation) Act, 1995 basically regulates the operation of Cable Television in the territory of India and regulates the subscription rates and the total number of total subscribers receiving programmes transmitted in the basic tier. In pursuance of the Cable Television Network (Regulation) (Amendment) Bill, 2002, the Central Government may make it obligatory for every cable operator to transmit or retransmit programme of any pay channel through an addressable system as and when the Central Government so notifies. Such notification may also specify the number of free to air channels to be included in the package of channels forming the basic service tier.

Ø Direct-to-Home Broadcasting – Direct-to-Home (DTH) Broadcasting Service, refers to distribution of multi-channel TV programmes in Ku Band by using a satellite system and by providing TV signals directly to the subscribers' premises without passing through an

intermediary such as a cable operator. The Union Government has decided to permit Direct-to-Home TV service in Ku band in India.[7]

Film - India is one of the largest producers of motion pictures in the world. Encompassing three major spheres of activity – production, distribution and exhibition, the industry has an all-India spread, employing thousands of people and entertaining millions each year. The various laws in force regulating the making and screening of films are: -

The Cinematograph Act, 1952

The Cinematograph Act of 1952 has been passed to make provisions for a certification of cinematographed films for exhibitions by means of Cinematograph. Under this Act, a Board of Film Censors (now renamed Central Board of Film Certification) with advisory panels at regional centres is empowered to examine every film and sanction it whether for unrestricted exhibition or for exhibition restricted to adults. The Board is also empowered to refuse to sanction a film for public exhibition.

In **K. A. Abbas v. Union of India**[8], the petitioner for the first time challenged the validity of

ensorship as violative of his fundamental right of speech and expression. The Supreme Court however observed that, pre-censorship of films under the Cinematograph Act was justified under Article 19(2) on the ground that films have to be treated separately from other forms of art and expression because a motion picture was able to stir up emotion more deeply and thus, classification of films between two categories 'A' (for adults only) and 'U' (for all) was brought about[9].

Furthermore, in **Bobby Art International v. Om Pal Singh Hoon**[10], the Supreme Court re-affirmed the afore-mentioned view and upheld the order of the Appellate Tribunal (under the Cinematograph Act) which had followed the Guidelines under the Cinematograph Act and granted an 'A' certificate to a film.

The Copyright Act, 1957

According to this Act, 'copyright' means the exclusive right to commercially exploit the original literary, dramatic, artistic, musical work, sound recordings or cinematographic films as per the wishes of the owner of copyright subject to the restrictions imposed in the Act. Although this Act, is applicable to all the branches of media, in some areas it is specific to this particular genre. In the case of a Cinematographed film, to do or to authorise the doing of any of

the following acts would lead to the infringement of copyright. Those acts are namely:-

- To make a copy of the film
- To cause the film, in so far, as it consists of visual images, to be seen in public and in so far as it consists of sounds to be heard in public
- To make any record embodying the recording in any part of the soundtrack associated with the film by utilizing such sound track
- To communicate the film by radio-diffusion

The Act also makes it a cognizable offence for anyone to sell, hire, distribute, exhibit, possess or view any unauthorised recordings and prescribes severe penalties, including imprisonment, fines as well as confiscation of the equipment used for the purpose of such recording and exhibition.

The Amendments to The Copyright Act also prohibit unauthorized transmission of films on the cable television[11]

Cine Workers and Cinema Theatre Workers (Regulation of Employment) Act, 1981

This legislation affords a measure of protection to those employed in the industry by imposing certain obligations on motion picture producers and theatre owners concerning the former's

condition of service.

Cine Workers Welfare Cess Act, 1981 and the Cine Workers Welfare Fund Act 1981

They seek to create means of financial support to cine employees, the seasonal and unpredictable nature of whose employment often leaves them impoverished and helpless. Besides these, there are also a few local legislations, which affect the film medium; viz.

The Bombay Police Act, 1951

It contains provisions empowering the police to regulate the exhibition of films in the state of Maharashtra (formerly Bombay).

Bombay Cinemas (Regulation) Act, 1953

It provides a scheme for state licensing of cinema theatres and other places where motion pictures are exhibited

The Bombay Entertainments Duty Act, 1923

It imposes a tax on the public exhibition of motion pictures and other forms of entertainment.

List of Newspapers

This is a **List of Newspapers in Chennai** that are based and headquartered in the city. The availability of multimedia news platforms has accelerated in the 21st century, and by the close of 2017, no Chennai newspaper had a monthly circulation^[clarification needed] below two million readership, making the city one of the most widest newspaper reading city in the world along with the likes of [New York](#), [Paris](#), [London](#), [Tokyo](#) and [Sydney](#).^{[1][2][citation needed]}



The list is the newspapers based in Chennai and their circulation.^[2]

Title	Published	Monthly Readership (2017)
<i>Dina Thanthi</i>	Daily	23,149,000

Title	Published	Monthly Readership (2017)
<u><i>Dinakaran</i></u>	Daily	12,083,000
<u><i>Dinamalar</i></u>	Daily	11,659,000
<u><i>The Hindu</i></u>	Daily	5,300,000
<u><i>Maalai Malar</i></u>	Daily (evening)	3,074,000
<u><i>The Hindu (Tamil)</i></u>	Daily	2,890,000
<u><i>The New Indian Express</i></u>	Daily	1,507,000
<u><i>Business Line</i></u>	Daily	1,459,000
<u><i>Malai Murasu</i></u>	Daily (evening)	1,433,000
<u><i>Dinamani</i></u>	Daily	1,419,000

Title	Published	Monthly Readership (2017)
<i><u>Theekkathir</u></i>	Daily	1,308,000
<i><u>The News Today</u></i>	Daily	1,212,000
<i>The Trinity Mirror</i>	Daily (evening)	1,013,000
<i>Makkal Kural</i>	Daily (evening)	974,000
<i><u>Madras Musings</u></i>	Fortnightly	893,500
<i><u>Tamil Murasu (India)</u></i>	Daily	789,000
<i><u>Nellai Maalai Murasu</u></i>	Daily (evening)	719,000

List of Magazines based in Chennai[[edit](#)]

The list is the magazines headquartered in Chennai and their circulation.^[2]

Title	Published	Readership (2017)
<u>Sportstar</u>	Weekly	2,937,000
<u>Ananda Vikatan</u>	Weekly	2,708,000
<u>Kumudam</u>	Weekly	2,269,000
<u>Kungumam</u>	Weekly	2,172,000
<u>Puthiya Thalaimurai</u>	Weekly	1,623,000
<i>Aval Vikatan</i>	Fortnightly	1,104,000
<u>Kalki (magazine)</u>	Weekly	1,090,000
<u>Frontline (magazine)</u>	Weekly	1,057,000
<u>Sruti (magazine)</u>	Monthly	1,003,700

